

LISTING OF CLAIMS

1-71. (Canceled)

72. (Currently Amended) A method for negotiating over a wide-area network through an intermediary subsystem between a customer and a manufacturer-licensed seller a purchase of a product having multiple configurations characterized by multiple product attributes, comprising:

receiving at the intermediary subsystem a customer-defined product configuration description having a general product indication including at least an automobile manufacturer indication and a model indication and a set of optional product attributes, the set including a ranking from among multiple, hierarchical tiers of ranks for each attribute to indicate a discrete level of willingness of the customer to negotiate a modification of the particular attribute;

comparing the customer-defined product configuration to available configurations indicated in an electronic product database stored on a network device to determine whether the customer-defined product configuration is available from a manufacturer and to determine whether a seller **having has** the general product with a set of product attributes at least comparable to the customer-defined set of product attributes, based on the ranking indicated for each attribute;

generating at the intermediary subsystem and transmitting from the intermediary subsystem a request for quote (RFQ) individually identified with an identification number for the customer-defined product configuration **including the attribute rankings** to a networked subsystem of the seller determined to have the general product with the set of comparable attributes;

receiving at the intermediary from the seller subsystem a quote indicating a price and a product attribute modification to propose to the customer a product configuration comparable to the customer-defined product configuration, **the modification based on the attribute rankings**; and

indicating the quote to the customer.

73. (Currently Amended) A method according to claim 72, **wherein further comprising** determining **the a** qualification of the customer to transact the purchase, **including comprises** determining a maximum purchase capacity of the customer with respect to the product.

74. (Previously Presented) A method according to claim 72, wherein the ranking to indicate a level of willingness of the customer to negotiate a modification with respect to each attribute comprises a level of willingness on a scale of one to five, with a one being lowest priority and a five being highest priority, by the customer to negotiate a modification of an attribute.

75. (Previously Presented) A method according to claim 74, wherein determining the seller having the general product with the set of product attributes at least comparable to the customer-defined set of product attributes comprises determining the seller has the general product with a set of product attributes including a high percentage of the attributes for which the customer indicates a higher priority, or a low level of willingness to negotiate a modification.

76. (Previously Presented) A method according to claim 72, wherein receiving the quote indicating the price and the product attribute modification comprises receiving a quote indicating a product attribute modification for a particular product attribute for which the customer indicated a high level of willingness to negotiate.

77. (New) A method according to claim 72, wherein transmitting from the intermediary subsystem the RFQ to the networked subsystem of the seller comprises transmitting the RFQ from the intermediary subsystem to another intermediary that transmits the RFQ to the networked subsystem of the seller.